

Message Text

UNCLASSIFIED

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FM AMEMBASSY MADRID

TO AMEMBASSY PARIS

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AMCONSUL BARCELONA

UNCLAS MADRID 5837

E.O. 11652: N/A

TAGS: BTRA, FR, SP

SUBJ: POSSIBILITY OF FRANCHISING TRADE MISSION TO EUROPE

REF : PARIS 20827

1. THOUGH SEVERAL US FRANCHISING FIRMS, PRIMARILY IN FOOD LINE, E.G. KENTUCKY FRIED CHICKEN AND BURGER KING, HAVE OPERATIONS IN SPAIN, NEITHER THE EMBASSY, TH CHAMBER OF COMMERCE, NOR LOCAL BANKS CONTACTED HAVE RECEIVED MANY INQUIRIES FROM POTENTIAL FRANCHISEES. AMCONGEN BARCELONA REPORTS SIMILARLY. THIS EXPERIENCE APPEARS TO INDICATE RELATIVE LACK OF INTEREST IN FRANCHISING HERE. AT SAME TIME, WE HAVE RECEIVED FEW VISITS OR INQUIRIES FROM US FRANCHISING FIRMS INDICATING INTEREST IN SPANISH MARKET.

2. WE BELIEVE POTENTIAL IS HERE BUT REMAINS VIRTUALLY UNEXPLORED. THUS, WE WOULD ANTICIPATE DIFFICULTY IN PIN-POINTING POTENTIAL FRANCHISEES FOR WHAT LIKELY WOULD BE A TM REPRESENTING AN ARRAY OF DISPARATE ACTIVITIES WITHIN FOOD AND NON-FOOD FIELDS. SHOULD SPAIN BE INCLUDED IN ITINERARY OF ANY US FRANCHISING TM, WE WOULD FORESEE NEED FOR CONSIDERABLE ADVANCE MEDIA PUBLICITY WITH MUCH SPECIFIC INFO RE EACH TM FIRM'S OBJECTIVES.
STABLER

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